

## **Historic, Archive Document**

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# Now.. Any Dealer Can Cash In on Every Woman's Love for Growing Things!



HERE is that new specialty which every grocer dreams of getting—an item that sells itself, and that sells other merchandise. An item that furnishes a good margin of profit and an extraordinary turn-over—ferns!

Three hundred thousand ferns, handled by twelve chain-store organizations in 1919—seven million ferns, handled by the same twelve companies in 1928—there's the story of what ferns can do. Cagy buyers don't increase their orders twenty times over unless there's real profit in an item.

Right now is the time when you can start taking advantage of the universal feminine love of growing green things. They will want them for the inside of the house, during these last cold and blustery weeks of winter—then they'll want an additional number to set out for the window box or the garden plot when the spring rolls round.

What's more, women will want these fascinating bits of tropic greenery enough so that they come and get them—if their own grocers don't handle ferns, the man who does handle them gets the business—more business than ferns alone. You know what that will mean to you in the listless market times—a full-time business when others are suffering from slack trade.

The Message Inside Tells  
You a New Way to  
Extra Dollars



# Florists Are Paid 75¢ To \$1~~50~~<sup>50</sup> For Ferns Like This, Potted ... Millions of Homes Want Them!



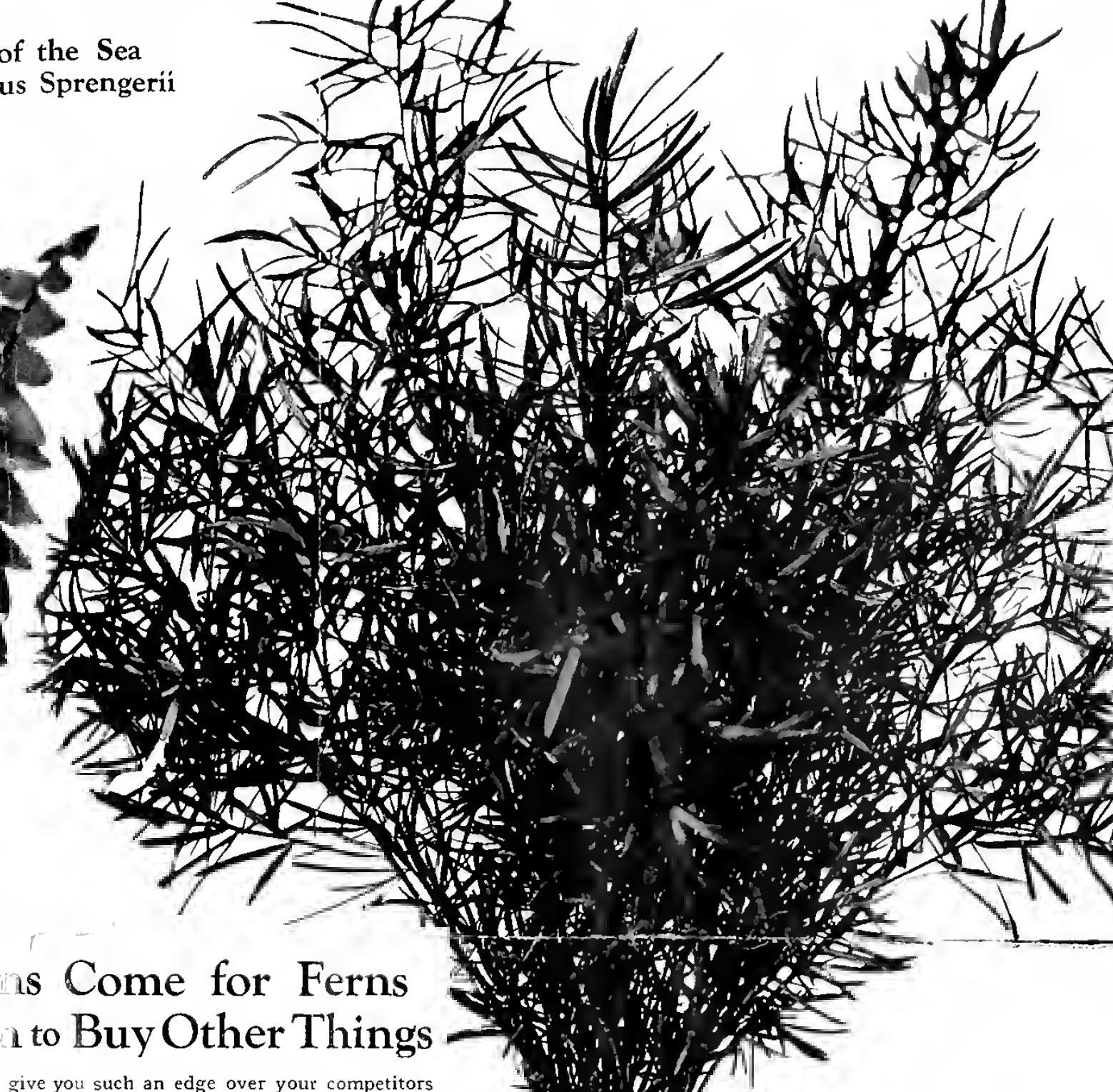
Heart of the Palms  
Asparagus Plumosus



Boston Belle



Call of the Sea  
Asparagus Sprengerii



Patrons Come for Ferns  
Remain to Buy Other Things

Few things give you such an edge over your competitors as having something which they've never thought to get in stock. And when the "something" is as attractive as these little gems of tropic vegetation—wielding an instant appeal to every housewife—the advantage is worth considering.

Few people come to your store only to buy one article. You know that the chief problem, in a majority of cases is, not to get people to buy once they're in the store, but to get them in the first time. That's how ferns help you—people come to buy ferns from you—the only man, probably, in the whole neighborhood who has these attractive little tropic gems to offer. And when they're once in your store, your sales on other lines of merchandise are going to mount.

## Send the Card for This Sample Shipment

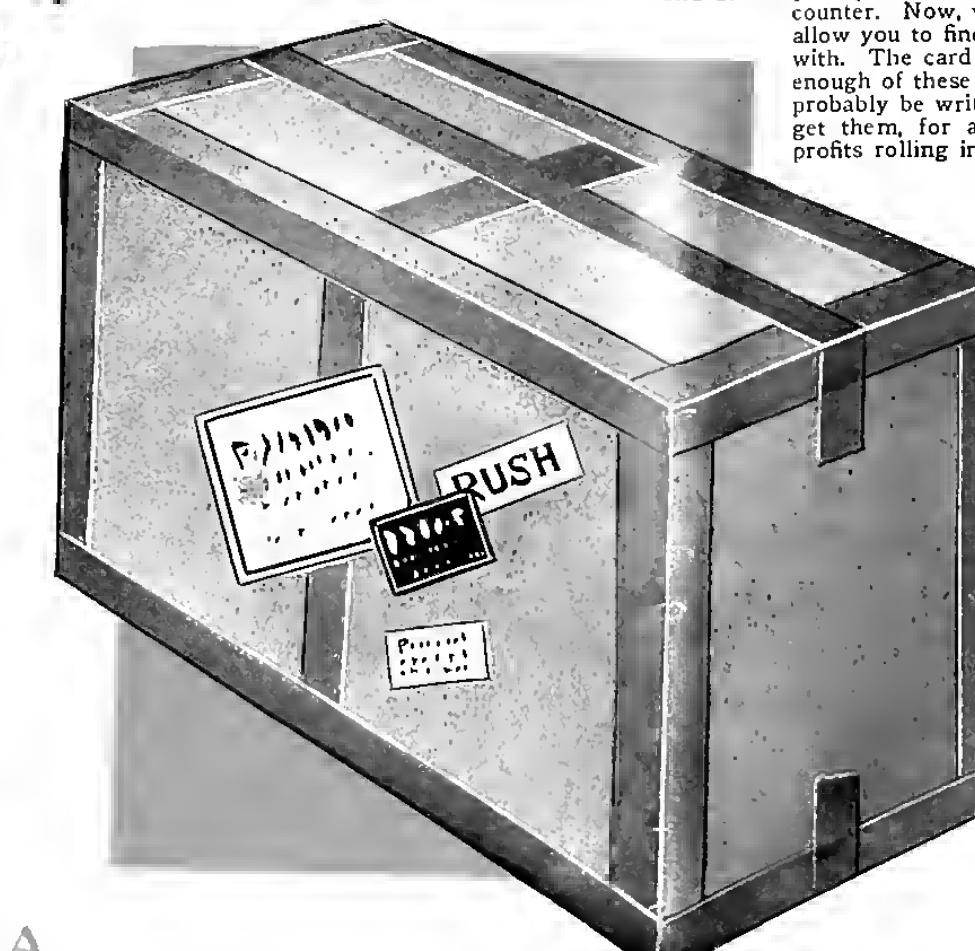
You'll never know how fast ferns can pep up your sales and add to your profits until you actually try them over the counter. Now, with this unusual sample plan, we allow you to find out at a minimum cost to begin with. The card which is enclosed will bring you enough of these ferns to convince you—but you'll probably be writing or wiring two days after you get them, for another supply to keep the fern profits rolling in.

You don't need to send any money. Just sign and mail the card now. Your shipment of ferns will come to you by return express; and you are very likely to have them all sold well before the cost of the ferns is due.

## These Ferns Guaranteed

In spite of the fact that these ferns must be shipped to all parts of the country—must sometimes travel thousands of miles to reach you—we guarantee them absolutely. Many years of experience has shown our packers how to protect these delicate fronds perfectly. With the new wrap which they have invented, the plant is swathed and protected in a blanket of dampened Sphagnum moss. Around this is placed another wrapping of a durable grade of waxed paper. With this careful wrapping and perfect protection, we guarantee the safe arrival, in good, salable condition, of all ferns. Occasionally, mishaps occur in transit, but these losses are invariably made good by the express company.

The wrapper carries printed directions for care of the plant. With this wrapper you can also protect the ferns until they are sold. Your customers get individually wrapped, thoroughly-protected plants—you are safe in extending the same guarantee to them, if you are normally careful of the ferns, as we give you.



## Living Plants From The Semi-Tropics

The fresh, warm life of the South—a fragrant tropic breeze, come into the cheerless gray Northern winter with these living gems of Florida vegetation. Their life—their color—their warmth—all these are the factors that make women—and men, too, for that matter, like to have ferns in their homes. People pay to have their love of these exotic fronds satisfied—pay as much as \$1.50 at the florists' shops.

But now you, buying direct from the ferneries, can sweep up this business. Instead of the big prices which florists are forced to charge, you can sell these lovely ferns for as little as 10c apiece—and still make a handsome profit. Only ten cents—think of it—for a fern that is big enough for a three-inch flower pot! And only 15c for the bigger size, for a four-inch pot. No wonder customers grab for these plant bargains.

### Millions Shipped Annually

Millions of ferns go annually to grocers—to druggists—to department stores. Chain stores alone took seven million of them, in one year. They go everywhere: from the Southern States to the cold reaches of the Canadian Northwest. Yet in spite of the distances traveled, only a fraction of 1% failed to arrive in good shape—salable and attractive. And of those which were spoiled, not one caused a loss to the buyer. Our special wrapping preserves these ferns so that only damage on the part of the express companies causes any loss—which is promptly paid by the express people.

## Florida Ferns Give Clean, Quick Profits and Big Repeat Business

Merchants have told us of shipments which sold themselves—cleared themselves from the display counters in less than one day after they came in. The average turn-over on sales is ten days.

Think of being able to realize on your investment and collect your profits from an item before the bill is due! That's what this ten-day average turn-over in ferns allows you. Your bill isn't due till fifteen days after you get the ferns—and by that time you're ready to pay it in receipts from customers. That's what we call a quick profit. There are few items that keep their freshness and value; are not subject to mark-down, if handled with even reasonable care; could be held if necessary—and yet almost never have to be held. On the contrary, we have more than once sent second and even third orders in answer to frantic telegrams from grocers who simply couldn't keep their fern stock large enough, before the bill for the first order was due.

And—repeat sales! You get your customers going and coming when you sell ferns. They come in for ferns to be potted in the winter; they come in for ferns to set out in the garden in the spring. You can figure on an average of two to three ferns to a sale—and the repeat sales run up to five or six per customer.

These are some good reasons why you need ferns in your display. The other things which patrons buy, when they come originally to buy ferns are another. And this is the time to get the ferns and their quick, easy profits to working for you.

This Card Requires No Postage. Simply Sign and Drop into Mail Box.

WE RECOMMEND ASSORTMENT B



# Orange County Fern Growers Association

A Non-Profit Co-operative Association of Fern Growers

Apopka & Florida



JOHN MASEK  
Manager

Dear Mr. Dealer:

When someone in your line of business finds a good line and makes a good deal of money on it, you want to know how--don't you? If there's an item that is a hot seller, you're going to stock it, to get some of the trade which it attracts.

Inside this folder there's an outline of how you can get your share of the million-odd dollars which some enterprising merchants are going to share, in the form of fern profits. There's some information that you want to know about how these little tropical plants have been building merchants' trade in other lines--and how they can build yours.

Women all over the country are quick to learn that they don't have to pay florists' prices for ferns. And they are quick to express their appreciation--in the form of trade to the grocer or druggist who brings them these attractive plants at the low prices which our direct dealing with you allows you to make.

We've enclosed a return card, to make it easier for you to get started. You don't have to send a cent, and you don't have to pay the expressman anything except the transportation charges. The bill is not due until fifteen days after you get the ferns. With the quick turnover which ferns give you, you'll be paying the bill for the ferns with the money which your customers have already given you--and you'll be enjoying your profits by the time, in all likelihood.

Now's the time to get started in this profitable fern business. You'll have a real clientele built up and ready for repeat business when the spring garden season comes around. Get busy today.

John Masek  
Manager.

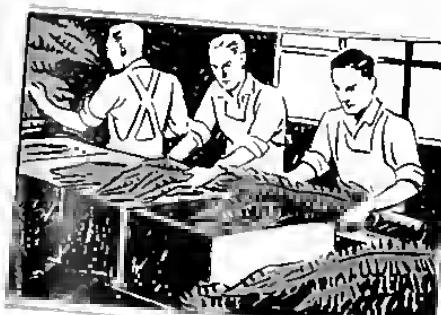
JM/ESM



**FERNS FROM FLORIDA HAVE** an appeal that is matched by few other plants. Warm, glowing bits of tropic vegetation like these add a new attraction to the home, and bigger sales to the man who stocks them.



**FERNS FROM FLORIDA PAY BIG** profits. There's an average profit of 30% on every fern, and the turn-over is enormous. Many dealers tell us that they pay us with money received from fern sales, before their bills are due!



**FERNS FROM FLORIDA ARE SELECTED** from the nurseries direct. No extra handling costs. They are selected by skilled nursery workers and packed by experts in a special wrap that keeps them fresh and salable for a long time.



**FERNS FROM FLORIDA GIVE YOU** not only a source of profit in themselves, but an unusual sales builder. When you sell these little plants, you offer an extraordinary bargain--women will flock to take advantage of it.

## Some Full Size Photographic Samples Inside!

E19307

# SHARE A MILLION DOLLARS

## *In Fern Profits!*

Seven Million Ferns in 1929 Brought \$750,000 into the cash registers of 12 chain organizations alone! In the last ten years, ferns have increased twenty times over, on the counters of progressive merchants—and fern profits have increased accordingly. This year there'll be a million dollars in fern profits, divided up. Will you get your share?

A  
New Way  
To Build  
Trade

POSTMASTER: Return postage guaranteed. If forwarded to a new address, notify sender on Form 3547. Postage for notice guaranteed. P. O. Box 156, Apopka, Florida.

Section 435½. P. L. & R.  
U. S. Postage  
**PAID**  
APOPKA, FLORIDA  
Permit No. 5

**"DISCOVERED"** A New Big Profit Item for Dealers



## BUSINESS REPLY CARD

First Class Permit No. 1, Sec. 384½ P. L. & R. Apopka, Fla.



Orange County Fern Growers' Association

Apopka, Florida

# Orange County Fern Growers' Association

Send at once shipment of 200 Assorted Ferns **as checked:**

- A {  
75 - 3-in. Boston Ferns  
75 - 4-in. Boston Ferns  
20 - 3-in. Asparagus Ferns  
20 - 4-in. Asparagus Ferns  
5 - 3-in. Sprengerii Ferns  
5 - 4-in. Sprengerii Ferns  
**at \$14.50 (selling price \$25.00)**

- B {  
150 - 3-in. Boston Ferns  
35 - 3-in. Asparagus Ferns  
15 - 3-in. Sprengerii Ferns  
**at \$12.00 (selling price \$20.00)**
- C {  
150 - 4-in. Boston Ferns  
35 - 4-in. Asparagus Ferns  
15 - 4-in. Sprengerii Ferns  
**at \$17.00 (selling price \$30.00)**

Terms: Net 15 days, F.O.B. Apopka or Zellwood, Florida

Shipment should  
arrive on

-----  
Specify Date

Is This  
Name and  
Address  
Correct?

NOTE: 3-inch Ferns sell at 10c each  
4-inch Ferns sell at 15c each

----- Interested Executive Sign Here -----